

Deli EXPRESS

Sandwiches (Cooler Door)



Key Selling Points:

- #1 selling branded sandwich in convenience stores - 70 million sandwiches sold every year!
- 30-day refrigerated shelf life guarantee (map packages)
- On-trend flavors made with premium ingredients
- Offers consumers a better-for-you option with most sandwiches < 400 calories
- 3rd generation, family-owned business with more than 60 years of industry success

Consumer Target and Purchase Motivation:



- Fast Food Fuelers – looking for great tasting fast food
- Health Seeking Fuelers – focused on providing themselves and their family with convenient better-for-you meals and snacks on-the-go



- Great option for a quick mindful lunch or dinner on the run
- Easy to eat on-the-go – road trips, long commutes, between activities

Shelving Recommendation:

- 2-shelf sets – Deli Express® products only; stick with top 10 items
- 3-shelf sets – Deli Express products primarily; Top 10 items plus unique breads or flavors
- 4-shelf sets – Deli Express products and Market Sandwich and Market Artisan items; Deli Express top and mid-shelf placement; Market mid to lower shelf placement
- Open Air Coolers – Place items in these highly visible locations whenever possible
- Consumers are looking for better-for-you options and placement in secondary locations, especially near the front of the store to drive incremental sales

POS Available:

- Cooler and shelf signage to build brand awareness and draw consumers
- Merchandising trays for proper placement
- Point-of-sale items to draw attention to new items

Suggested Retail Pricing:

- \$2.89, \$3.19, \$3.99 – Classic Sandwiches
- \$3.19 – “Salad” Sandwiches
- \$3.29 – Regular Wedge Sandwiches
- \$3.99 – Mega Wedge, SUB, XXL Sandwiches

Consumer Target Key



INDIFFERENT FAST FOOD FUELERS – Younger, busy and focused on finding the quickest option they can find to eat on-the-go.



FOOD LOVING FUELERS – Not too hung up on health. Just looking for great tasting food fast.



HEALTH SEEKING FUELERS – Busy and multi-tasking so looking for options that provide themselves and their family with convenient, better-for-you meals and snacks on-the-go.



HEALTH COMMITTED FUELERS – Takes nutrition seriously. Typically looks for options with nutritional merit if they need to eat on-the-go.



Sandwiches and Wraps



Key Selling Points:

- Deli Express® and Market Sandwiches® hold 9 of the Top 10 selling branded sandwiches in convenience stores - 70 million sandwiches sold every year!
- 30-day refrigerated shelf life guarantee
- On-trend flavors made with premium ingredients and unique breads and cheeses
- Sandwiches and wraps are top purchased food service items in C-stores and grocery alike
- Offers consumers a better-for-you, more-like-fresh option without added labor costs of in-store preparation
- 3rd generation, family-owned business with more than 60 years of industry success

Consumer Target and Purchase Motivation:



- Health Seeking Fuelers – focused on providing themselves and their family with convenient better-for-you meals and snacks on-the-go
- 66% of C-store shoppers are looking for healthy foods that can be eaten on-the-go
- Great option for a quick mindful lunch or dinner on the run
- Easy to eat on-the-go – road trips, long commutes, between activities

Shelving Recommendation:

- 2-shelf sets – Deli Express products only; stick with top 10 items
- 3-shelf sets – Deli Express products primarily; Top 10 items plus Market Sandwich with unique breads or flavors that add variety to the DE base
- 4-shelf sets – Deli Express products and Market Sandwich and Market Artisan items; Deli Express top and mid-shelf placement; Market mid to lower shelf placement
- Open Air Coolers – Market Sandwich items are great for open air and secondary cooler spaces. Place items in these highly visible locations whenever possible
- Consumers are looking for better-for-you options and placement in secondary locations, especially near the front of the store to drive incremental sales

POS Available:

- Cooler and shelf signage to build brand awareness and draw consumers
- Merchandising trays for proper shelf placement
- Point-of-sale items available to draw attention to new items

Suggested Retail Pricing:

- \$3.49 – Regular Sandwiches
- \$4.29 - Mega Wedge Sandwiches
- \$4.79 – Premium Sandwiches
- \$4.99 - Wraps

Consumer Target Key



INDIFFERENT FAST FOOD FUELERS – Younger, busy and focused on finding the quickest option they can find to eat on-the-go.



FOOD LOVING FUELERS – Not too hung up on health. Just looking for great tasting food fast.



HEALTH SEEKING FUELERS – Busy and multi-tasking so looking for options that provide themselves and their family with convenient, better-for-you meals and snacks on-the-go.



HEALTH COMMITTED FUELERS – Takes nutrition seriously. Typically looks for options with nutritional merit if they need to eat on-the-go.



Artisan Style Sandwiches



Key Selling Points:

- Deli Express® and Market Sandwiches® hold 9 of the Top 10 selling branded sandwiches in convenience stores - 70 million sandwiches sold every year!
- 21-day refrigerated shelf life guarantee
- On-trend flavors made with premium ingredients and unique breads and cheeses
- Sandwiches and wraps are top purchased food service items in C-stores and grocery alike
- Offers consumers a better-for-you, close-to-fresh option without added labor costs of in-store preparation
- 3rd generation, family-owned business with more than 60 years of industry success

Consumer Target and Purchase Motivation:



- Health Seeking Fuelers – focused on providing themselves and their family with convenient better-for-you meals and snacks on-the-go
- 66% of C-store shoppers are looking for healthy foods that can be eaten on-the-go
- Great option for a quick mindful lunch or dinner on the run
- Easy to eat on-the-go – road trips, long commutes, between activities

Shelving Recommendation:

- 2-shelf sets – Deli Express products only; stick with top 10 items
- 3-shelf sets – Deli Express products primarily; Top 10 items plus Market Sandwich with unique breads or flavors that add variety to the DE base
- 4-shelf sets – Deli Express products and Market Sandwich and Market Artisan items; Deli Express top and mid-shelf placement; Market mid to lower shelf placement
- Open Air Coolers – Market Artisan Sandwich items are great for open air and secondary cooler spaces. Place items in these highly visible locations whenever possible.
- Consumers are looking for better-for-you options and placement in secondary locations, especially near the front of the store to drive incremental sales

POS Available:

- Cooler and shelf signage to build brand awareness and draw consumers
- Merchandising trays for proper shelf placement
- Point-of-sale items available to draw attention to new items

Suggested Retail Pricing:

\$4.79 – Artisan Style Sandwiches

Consumer Target Key



INDIFFERENT FAST FOOD FUELERS – Younger, busy and focused on finding the quickest option they can find to eat on-the-go.



FOOD LOVING FUELERS – Not too hung up on health. Just looking for great tasting food fast.



HEALTH SEEKING FUELERS – Busy and multi-tasking so looking for options that provide themselves and their family with convenient, better-for-you meals and snacks on-the-go.



HEALTH COMMITTED FUELERS – Takes nutrition seriously. Typically looks for options with nutritional merit if they need to eat on-the-go.

